

Department of Consumer Affairs

Position Duty Statement

HR-041 (new 07/15)

Classification Title Information Officer I (Specialist)	Board/Bureau/Division Communications Division
Working Title Public Information Officer	Office/Unit/Section / Geographic Location Office of Public Affairs/Sacramento
Position Number 605-100-5601-008	Name and Effective Date

General Statement: Under the direction of the Information Officer II (IO II), the Information Officer I (IO I) is responsible for supporting, coordinating and promoting the Department of Consumer Affairs' (DCA) public and media relations efforts. Activities range from routine to complex, and sometimes involve sensitive topics that require a high level of professional judgment and coordination with supervisor(s). Duties include, but are not limited to the following:

A. SPECIFIC ACTIVITIES [Essential (E) / Marginal (M) Functions]

90% (E) Public and Media Relations

- Acts as a spokesperson for, and liaison between, DCA and the news media. Researches issues/problems and develops messaging in response to media requests. Develops communications plans for DCA and its licensing entities, recommending targeted outreach strategies for existing and upcoming public relations opportunities. Works closely with videographers on content, script development, and creative for video projects to promote licensee/consumer information, resources and outreach campaigns. Coordinates media availability, news conferences, forums and/or other media events. Proactively monitors media outlets and social media for news stories impacting DCA and its licensing entities and collects stories for distribution with daily news clips. (40%)
- Researches, develops, writes, edits and disseminates news releases, reports, brochures, newsletters, fact sheets, power point presentations, speeches, talking points, social media content, and other publications on behalf of the department and its boards, bureaus, committees and commission to educate and inform the public. (40%)
- Assists the IO II and Deputy Director of Communications with ensuring that the public information needs of all DCA entities are met. Represents the Communications Division at meetings and outreach events pertaining to these needs, as required. (10%)

10% (M) Miscellaneous

- Assists with news clips, answering telephones and other office duties.

B. SUPERVISION RECEIVED

The IO I is under the direction of the IO II but may also take direction from the Deputy Director of Communications.

C. SUPERVISION EXERCISED

None

D. ADMINISTRATIVE RESPONSIBILITY

None

E. PERSONAL CONTACTS

The IO I has frequent contact with management of the DCA and its Boards, Bureaus, Committees and Commission. The IO I also has contact, which may be of a sensitive nature, with a variety of stakeholders, which include the media, consumers, Executive Office staff, the Business, Consumer Services and Housing Agency and other governmental agencies. The IO I builds and maintains relationships to create partnerships in consumer and industry education.

F. ACTIONS AND CONSEQUENCES

Failure to adequately perform listed duties could result in erroneous information dissemination, confuse the licensee population, and negate outreach efforts.

G. FUNCTIONAL REQUIREMENTS

When in the office setting, the incumbent works up to 40 hours per week with artificial light and temperature control. Daily access to and use of a personal computer and telephone is essential. Sitting and standing requirements are consistent with office work.

H. OTHER INFORMATION

The incumbent is expected to exercise good judgement, tact, and discretion in their professional contacts and in dealing with sensitive matters. The incumbent is expected to establish and maintain good cooperative working relationships with management and staff of DCA and its Boards, Bureaus, Committees and Commission, as well as with external stakeholders such as media representatives, members of the public, and representatives from other government agencies. Incumbent is expected to look and act in a professional manner. The incumbent may be required to travel occasionally by various methods to help with news conferences and other events.

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Health & Safety analyst.)

Employee Signature

Date

Printed Name

I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.

Supervisor Signature

Date

Printed Name

Revised: 2/2022